



新时代商务英语专业系列教材

New Era Business English Series

总主编 / 翁凤翔 郭桂杭

A Listening Course in Business English

商务英语听力 3

主 编 / 王文捷 麦红宇



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内 容 提 要

《商务英语听力3》为商务英语听力系列教程的提高篇,共15个单元。本册以商务活动的基本场景为单元主题,包括 Talking About Products, Trade Fairs, Sales Performance, Maintaining Relationships, Meetings & Conferences, Human Resources, Investment, Banking, Electronic Commerce, Trading, Insurance, International Payment, International Logistics, New Year Party, Review。每个单元设计有热身活动、听辨训练、主题听力训练、主题延伸拓展和课后活动五个板块,最后一个单元为复习单元。本教材配备录音、练习答案及录音文本,使用者可根据需要进行使用。

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总序

商务英语作为本科专业获得教育部批准进入我国大学本科教育基本目录已经好些年了。商务英语本科专业的身份与地位获得了我国官方和外语界的认可。迄今为止,据不完全统计,有300所左右的大学开设了商务英语本科专业。各种商务英语学术活动也开始活跃。商务英语专业与英语语言文学专业、翻译专业成为我国英语教学的“三驾马车”。商务英语教学在全国已经形成较大规模,正呈良性发展态势,越来越多的大学正在积极准备申报商务英语本科专业。可以预计,将来在我国,除了研究性大学外的大部分普通本科院校的外语学院都可能开设商务英语本科专业。这是大势所趋,因为随着我国改革开放和经济全球化、世界经济一体化进程的加快,各个融入经济一体化的国家和地区急需有扎实英语功底的,熟悉国际商务基本知识的,具备国际商务领域操作技能的跨文化商务交际复合型、应用型商务英语人才。

高校商务英语专业教育首先必须要有充足的合格师资;其次,需要有合适的教材。目前,虽然市面上有很多商务英语教材,但是,完整的四年商务英语本科专业教材并不多。重庆大学出版社出版的商务英语本科专业系列教材在一定程度上能满足当前商务英语本科专业的教学需要。

本套系列教材能基本满足商务英语本科专业1—4年级通常开设课程的需要。商务英语专业不是商务专业而是语言专业。所以,基础年級的教材仍然是英语语言学习教材。但是,与传统的英语语言文学专业教材不同的是:商务英语专业学生所学习的英语具有显著的国际商务特色。所以,本套教材特别注重商务英语本科专业教育的特点,在基础阶段的英语技能教材中融入了商务英语元素,让学生在学普通英语的同时,接触一些基础的商务英语语汇,通过听、说、读、写、译等技能训练,熟悉掌握商务英语专业四级和八级考试词汇,熟悉基础的商务英语篇章,了解国际商务常识。

根据我国《高等学校商务英语本科专业教学质量国家标准》(以下简称《标准》),本套教材不仅包含一、二年级的基础教材,还包含高年級的继续夯实商务英语语言知识的教材,如《高级商务英语教程》1—3册等。此外,还包括英语语言文学专业学生所没有的突出商务英语本科专业特色的国际商务知识类教材,如《国际商务概论》《国际贸易实务》《国际贸易法》《市场营销》等。本套教材的总主编都是教育部商务英语专业教学协作组成员,参与了该《标准》的起草与制定,熟悉《标准》的要求,这为本套教材的质量提供了基本保障。此外,参与编写本套教材的主编及编者都是多年从事商务英语教学与研究的有经验的教师,因而,在教材的内容、体例、知识、练习以及辅助教材等方面,都充分考虑到了教材使用者的需求。教材的编写宗旨是:力求传授实用的商务英语知识和国际商务有关领域的知识,提高学生的商务英语综合素

质和跨文化商务交际能力以及思辨创新能力。

教材编写考虑到了以后推出的全国商务英语本科专业四级和专业八级的考试要求。在教材的选材、练习、词汇等方面都尽可能与商务英语本科专业四级、八级考试对接。

本套教材特别适合培养复合型、应用型的商务英语人才的商务英语本科专业的学生使用,也可作为商务英语爱好者学习商务英语的教材。教材中若存在不当和疏漏之处,敬请专家、学者及教材使用者批评指正,以便我们不断修订完善。

翁凤翔

2016年8月

前 言

随着中国与国际接轨的进程不断加快,外语听说技能正逐渐为业界所重视。但与此同时,很多外语技能型课程,如听力,受到互联网的海量信息及专业课时数缩减等因素的影响,在整个外语教学中处境尴尬。如何让课时有限的技能型课程高效地发挥作用,使学习者在学习理念、自主学习策略和学习动机上有所转变和收获是广大外语教学工作者的共同课题。编者认为,一本合适的教材犹如一件称手的兵器,能引领学习者在学习理念和策略上走出一条适合自己的道路。

《商务英语听力》系列教材共分四册,提供商务英语入门、适应、提高和实战阶段的听力训练。本系列教材既关照英语专业教学大纲的技能要求,又涵盖商务语境下各类日常交际主题和交际活动。教材编写突出“理解转换器”的功能,通过精心的活动设计,帮助学习者从入门训练逐步走向商务英语实战能力的提高。本教材受众广泛,不仅适合相关专业学生的课堂学习,同时也关照自主学习者的需求提供配套的辅导指导。

《商务英语听力3》为入门篇,共15个单元,可满足一个学期36个学时的教学需要。每个单元设计有热身活动、听辨训练、主题听力训练、语言拓展和课外活动共五个环节。本教材配备录音、练习答案及录音文本,使用者可根据需要进行使用。

《商务英语听力3》的编写突出以下几个特点:

1. 关照入门者的实际需要,注意通用英语技能与专业商务英语的知识融合,实现平缓过渡,建立学习者的自信心。
2. 每单元的活动设计有难有易,学习主题有其独立性,但语言技能和相关商务技能的训练在全册各单元中有一定的重复,旨在加强教材使用者的技能熟练程度。
3. 活动设计注重各个语言技能,特别是听与说的技能融合。使用者可利用这些训练平台,兼顾课内外学习、语言技能训练与商务技能的训练需要,根据实际情况选用。
4. 立足英语通用语的发展视角,选用的素材不再以传统的“地道英语”为唯一标准,在语音、语用等方面有英语变体使用的考量,为教材使用者提供更贴近商务英语交际的实战训练。

由于篇幅局限,一本教材无法面面俱到。教师应突破其局限,发挥教材学习理念指导的重要作用,灵活使用教材,使其有效助力自己的教学。

由于编者水平有限,教材中难免有错漏之处,恳请广大使用者提出宝贵意见。

王文捷

2017年8月

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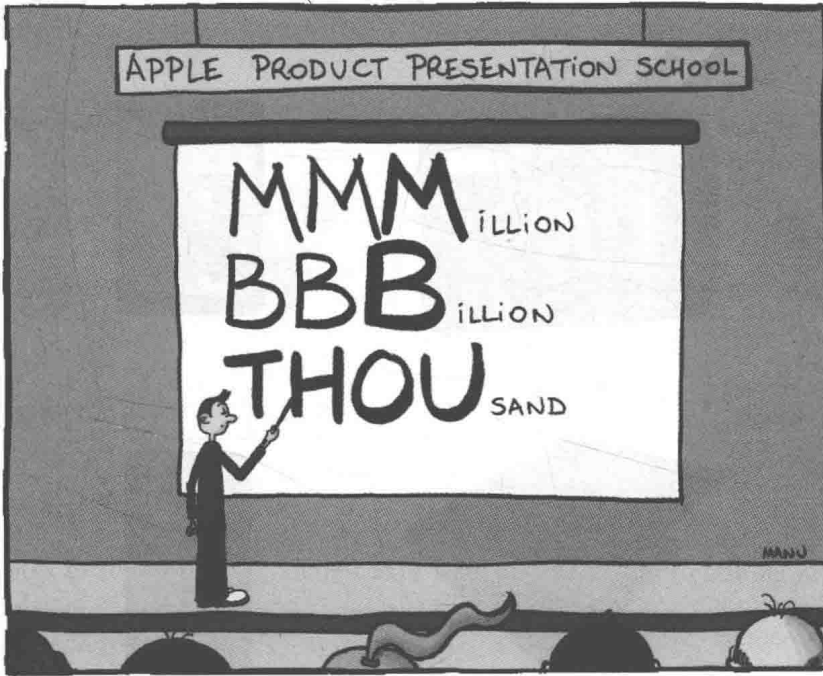
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Unit

1

Talking About Products



Product presentation is an important part of doing business. In most cases, customers learn about a product through the introduction of sellers. Another case is that a presentation is conducted to introduce new products to a group of prospective customers. No matter what situation you are going to face, proper preparation is vital to presenting your product in the best light possible.

In this unit, you will hear three recordings related to product presentation.

Listening 1: Product Description

Listening 2: Selling Products

Listening 3: Presentation of New Products

Part I Warming-up

1. Do you know about the following products? Describe one of them and let your partner guess which one you are talking about.
2. What might a consumer like to know before purchasing a digital product? How should a salesperson introduce it? Play the roles of salesperson and customer and talk about one or two of the following products.



Part II Sentence Listening



You are going to hear five statements about how to create a powerful sales presentation. Listen and fill in the following blanks with no more than three words.

1. The quality of _____ will often determine whether a prospect buys from you or one of your competitors.
2. One of the most common mistakes people make is to use _____.
3. You should focus on the discussion of _____.
4. Today's business people don't like _____, therefore, you should make your points quickly.
5. Speaking _____ causes the other person to quickly lose interest in your presentation.

Part III Focus on Listening

▶ Listening 1 Product Description



A Vocabulary Preview

restore	perfume-free	alcohol-free	tub	squeak
gum	design	loop	coordination	teething

B Listen to four monologues and decide which product the speaker is talking about.



A

Speaker 1 _____



B

Speaker 2 _____



C

Speaker 3 _____



D

Speaker 4 _____

C Listen again and fill in the blanks.

Speaker 1: It helps to restore babies' natural skin balance while gently cleaning at the same time. They're also perfume-free and _____, and they work great on the _____.

Speaker 2: It is perfect for birthday parties and _____. You can take one home for the children to _____ in the tub. It floats upright and has a hole in the bottom so it can squeak.

Speaker 3: It is _____. It's gentle on your baby's gum. The special handle _____ for a comfortable hold. This is ideal for 3+ months' baby.

Speaker 4: Consisting of five bright candy-colored rings looped over a plastic post, it helps babies _____ as they learn to stack the rings in the proper order. It is made of absolutely safe, _____, suitable for teething.

D Look at the pictures in part B and take down the adjectives describing the quality of products. Work in groups to brainstorm more related words.

Words describing quality and performance:

perfect, water-proof, washable

▶ Listening 2 Selling Products



A Vocabulary Preview

survey medical fees insurance premiums generous offer

B You are going to hear a short dialogue. Please answer the following questions according to what you hear.

- How does the seller begin the conversation?

- How much is the family protection plan?

- What does the family protection plan cover?

- Why does the customer need to increase premiums, according to the seller?

- What does the seller say when the customer mentions that he can't afford any more insurance?

- Does the customer agree to sign the contract? Why?

C Listen to the conversation again and fill in the blanks.

- Good morning, I'm doing a survey on family life. _____ answer some questions?
- Have you ever thought about _____ if you die, or you're taken ill?
- _____ this policy covers all medical fees and provides your family with an income equal to your salary _____.
- When did you last _____? The cost of living is rising all the time and _____.
- _____, for this week only, we can offer you _____.
Just sign here and your policy will start today.

D Group discussion: What are the strategies of persuasion the seller uses in this conversation? Can you list more examples of sales promotion?

▶ Listening 3 Presentation of New Products



A Vocabulary Preview

co-founder	effortless	desktop application	slideshow
compelling slideshows	digital picture frame	import	detect
tag	pop up	prompt	upload
link	hard drive	data	distribute
seamlessly synchronize	download		

B Listen and decide whether the following statements are true or false. Mark "T" for true and "F" for false.

- () 1. The new product is a smart camera which can organize your photos.
- () 2. Your face can be detected by iLovePhotos automatically.
- () 3. It takes you about 30 minutes to make a slideshow with iLovePhotos.
- () 4. All the contact information on the business cards can be added to your address book automatically by iLovePhotos.
- () 5. Everyone who has been tagged will be able to see his photo uploaded to iLovePhotos.com.
- () 6. The philosophy of the inventor is about better organization of your photos on your hard drive.
- () 7. The iLovePhotos Mac software can synchronize with iPhoto, but it can not act as a standalone photo manager.
- () 8. It takes the team two years to work out this new desktop application.

C Put the following steps of using iLovePhotos into the right order.

1. Import pictures into iLovePhotos



2. Upload photos automatically



3. Take pictures with friends



4. Add contact information to address book



5. Tag people in the photo collection



6. Send emails with a link to photos

D Answer the following questions according to what you hear.

1. What are the two things that iLovePhotos can do?

2. How can the software use the data to create amazing slideshows automatically?

3. When will the Window version of iLovePhotos come out?

4. Where can you download the software?

5. Where can you go if you want to know more about the product?

Part IV More to Know

1. How to Create a Product Presentation

Product presentation is an important part of selling your product to prospective customers. In many cases, this will be the customer's first chance to know about your company as well as your product. First impressions are critical.

Before you even start building your presentation, be sure you know the following information:

Objective/Call to action—At the end of your product presentation you want something to happen, either you want a customer to move forward to evaluate your product, your management to buy into what you are doing with the product, your sales people eager to sell your product, or an investor or your management to provide additional funding of your product.

Target audience—Who are you giving the presentation to? (Prospective customers, investors, management) What is their industry like right now? What are their needs and immediate concerns? What are their individual goals? Where is their pain?

Orientation—How much does your audience know of your product and other similar products? What is special about the way this audience looks at your product? Do they have any preconceived notions? Are they looking at competitors? If so, which ones? What are their special interests?